

“Optimist OPTICS”



**Ed Harrison
Memorial
Golf Scramble**

Financial Support for:

**YMCA
Camp Carson**



Ron introduced the speaker, who happened to be his boss. No, not his wife. It was Tim Black, General Manager of WEVV CBS44 and FOX44 - Evansville Television. Tim has been with WEVV for 20 years, but was made General Manager in 2009.

Tim reviewed all the changes taking place in the Evansville market. In July, 44 picked up Fox Network, which is shown on an alternate channel. Several of the stations have been sold and are now managed by Nexstar Broadcasting Group, Inc. WAZE is managed out of St. Louis, but this Monday, they filed bankruptcy.

Why are all these changes being made? Money. What is next? Probably, channel 7 and 25 will move to the same location, but continue to broadcast independently. The move will most likely be to the Henderson location, which may cause a reduction of employees. Tim said that by the end of the year, we may be able to receive TV on our cell phones.

Mark Hackert asked why the local stations continue to use their original station numbers, 7, 14, 25, 44, when they mean nothing to people who have not been around for a number of years. Tim said that the Neilson Rating company still use those numbers to conduct the ratings.

Channel 44 still considers doing the local news market, but it is so expensive to start up a new news program. No current plans.

Ron adjourned the meeting at 1:04 p.m.

This was our first bi-monthly meeting, and the purpose was to increase attendance. Please arrange your schedules and appointment so you can attend the meetings on the 2nd and 4th Wednesdays of each month.

Call Your Buddy!

Today's editor: Gary Burk

Optimist Club of Evansville - Downtown, Inc.

Meetings: 11:45 am Wednesday,

“New” Old National Bank Building, Downtown, Blue and Gold Room

Mail Club at: P.O. Box 15905 , Evansville, Indiana 47716 - 0905

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Evansville Downtown Charitable Foundation, Inc.